



Brownfields Assessment Demonstration Pilot

Long Branch, NJ

Outreach and Special Projects Staff (5101)

Quick Reference Fact Sheet

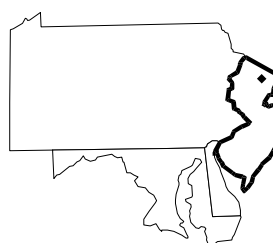
EPA's Brownfields Economic Redevelopment Initiative is designed to empower States, communities, and other stakeholders in economic redevelopment to work together in a timely manner to prevent, assess, safely clean up, and sustainably reuse brownfields. A brownfield is a site, or portion thereof, that has actual or perceived contamination and an active potential for redevelopment or reuse. Since 1995, EPA has funded more than 200 Brownfields Assessment Demonstration Pilots, at up to \$200,000 each, to support creative two-year explorations and demonstrations of brownfields solutions. The Pilots are intended to provide EPA, States, Tribes, municipalities, and communities with useful information and strategies as they continue to seek new methods to promote a unified approach to site assessment, environmental cleanup, and redevelopment.

BACKGROUND

EPA has selected the City of Long Branch for a Brownfields Pilot. The City (population 32,000) is an urban community located in central New Jersey. Long Branch has been a beach resort for 150 years. Beach erosion, a fire that destroyed the amusement park and fishing pier, increased competition from tourist centers to the south, and the loss of retail establishments have reduced the City's economic vitality. Despite population growth in surrounding Monmouth County, the population of Long Branch has declined and unemployment is at 9.6%. Falling real estate values, deteriorating properties, and known contaminated sites are contributing to a downward cycle of urban decline.

The Pilot will focus on the City's Redevelopment Zone, a 136-acre oceanfront corridor. The City has identified 14 sites in or adjacent to the zone that are known to be contaminated, and an additional 15 sites that are suspected to be contaminated. Many of the City's minority residents live adjacent to the Redevelopment Zone. With State assistance and community support, the City has prepared a Redevelopment Zone Master Plan. The City has also negotiated a streamlined construction review process

PILOT SNAPSHOT



Long Branch, New Jersey

Date of Announcement:
July 1998

Amount: \$200,000

Profile: The Pilot targets a 136-acre oceanfront corridor designated as a Redevelopment Zone for mixed-use redevelopment.

Contacts:

City of Long Branch
(732) 222-7000

Regional Brownfields Team
U.S. EPA - Region 2
(212) 637-4314

Visit the EPA Region 2 Brownfields web site at:
<http://www.epa.gov/r02earth/superfnd/brownfld/bfmainpg.htm>

For further information, including specific Pilot contacts, additional Pilot information, brownfields news and events, and publications and links, visit the EPA Brownfields web site at:
<http://www.epa.gov/brownfields/>

with the State. These actions have attracted developers, but the unknown costs of brownfields cleanups are a major deterrent to the redevelopment process.

OBJECTIVES

Long Branch plans to implement an integrated program of community involvement and cleanup and redevelopment planning, which will serve to revitalize the City. Pilot funds will be used to prepare an inventory of brownfields in the Redevelopment Zone, enhance the involvement of existing community organizations, conduct assessments at selected sites, and prepare cleanup plans for assessed sites. The City has also been designated by the Governor's Urban Coordinating Council as a Neighborhood Empowerment Zone, which will enable coordinated delivery of State services through approved neighborhood-based plans.

ACCOMPLISHMENTS AND ACTIVITIES

Activities planned as part of this Pilot include:

- Identifying brownfields and preparing an inventory of brownfields in the Redevelopment Zone;
- Involving the community in the prioritization of brownfields and redevelopment planning;
- Performing preliminary assessments and site investigations at selected sites; and
- Preparing cleanup plans for assessed sites.

The cooperative agreement for this Pilot has not yet been negotiated; therefore, activities described in this fact sheet are subject to change.